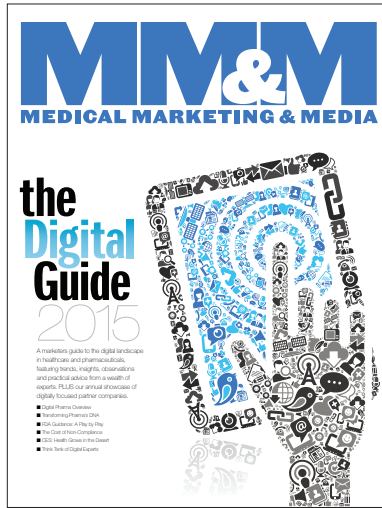


# ROD

**An invaluable guide to the digital landscape for pharmaceutical marketers, featuring practical advice and techniques from the experts**



**The Digital Guide.** A special supplement to MM&M, covering the key trends in digital pharmaceutical marketing, including the biggest players, the key innovators, the latest technology and a wealth of expert thinking and practical advice on overcoming roadblocks, spending wisely and succeeding in the digital space. The Digital Guide will be published and distributed with the February 2015 issue of MM&M and available online as a digital edition. The 2015 MM&M Digital Guide will have bonus distribution at the 2015 ePharma Summit.

### Editorial Coverage

Topics will include:

- Sector Overview — all the data & key trends
- Opti-channel engagement of HCPs, patients
- mHealth and multi-screen marketing
- Social media integration
- Electronic health records
- Quantified self
- Legal/regulatory update

### Placement Details

Advertisers will receive a 4-color, double-page spread within the Company Showcase section. This includes a full-page display ad alongside a full-page listing to communicate services and offerings, company description, contact information and an example of its work.

In addition to the supplied information, each advertiser will provide an answer to the question: “What will be the most important digital health trend in 2015?” Maximum word count for each Company Showcase will be 375 words in total (including a maximum of 100 words to answer the question).

**NEW IN 2015:** The Company Index will “come to life” with enhancements to your company listing to include full color logo and your company’s social media channels. The Index also offers an opportunity to include a QR code that will connect users to a MMM-Online.com landing page. The page will include each company’s information, as well as links to Web sites, social media, or any other landing pages that your company would like to include!

- **4-Color, Double-Page Spread:** \$7,200 (Net)
- **Space Close:** January 5, 2015
- **Text/Logo Due:** January 5, 2015
- **Display Ad Due:** January 7, 2015
- **Advertiser Index Listing Enhancements Due:** January 7, 2015

Send Display Materials to [Ada.Figeroa@haymarketmedia.com](mailto:Ada.Figeroa@haymarketmedia.com)  
Send Text/Logo to [Jeniffer.Amparo@haymarketmedia.com](mailto:Jeniffer.Amparo@haymarketmedia.com)

**Advertising Opportunities:** contact Doreen Gates at 267-477-1151/ [doreen.gates@haymarketmedia.com](mailto:doreen.gates@haymarketmedia.com) and Tamika Hart at 646-638-6152 / [Tamika.Hart@Haymarketmedia.com](mailto:Tamika.Hart@Haymarketmedia.com)

# Full Company Name

## Company Profile

Ud do odionse quipit, quam zzzrillandio dolore vercipit volupta tumsandre dolobor inim zzriuscillan hent accum diamet, conseed eugiam nos dolorem nonsectem quat praestrud et nim alit, vel diat lorerit lutat luptat. Vullamcommy num augait ut prat, quis eugiam, send- rero sto dolor incilis eugait la atissisl dit, commod etum- mod enim eumsan heniamet ercing ero do odor sum inis eu feu facipis num del etum euismod olenibh eu facidui psuci bla autpat. Cum quatet prat delessecte feummodigna accumsan volorer sustrud eu facilla feuisi elenisit ad magnim ip ea feugait iriუსci ncillum volendre faccumс andrer at wissi tionullaore essequat quat.

## Services and Offerings

- Digital promotion
- Interactive marketing
- Multi-channel marketing
- software & interface
- Field-sales integration (iPad / tablets)
- Active eLearning

Ud do odionse quipit, quam zzzrillandio dolore vercipit volupta tumsandre dolobor inim zzriuscillan hent accum diamet, conseed eugiam nos dolorem nonsectem quat praestrud et nim alit, vel diat lorerit lutat luptat. Vullamcommy num augait ut prat, quis eugiam, send- rero sto dolor incilis eugait la atissisl dit, commod etum- mod enim eumsan heniamet ercing ero do odor sum inis eu feu facipis num del etum euismod olenibh eu facidui psuci bla autpat.

## Core Capabilities

- Ud do odionse quipit, quam zzzrillandio dolore vercipit volupta tumsandre dolobor inim zzriuscillan hent accum diamet, conseed eugiam nos dolorem
- Ud do odionse quipit, quam zzzrillandio dolore ver- cipit volupta tumsandre dolobor inim zzriuscillan

## What will be the most important digital health trend in 2015?

Ud do odionse quipit, quam zzzrillandio dolore vercipit volupta tumsandre dolobor inim zzriuscillan hent accum diamet, conseed eugiam nos dolorem nonsectem quat praestrud et nim alit, vel diat lorerit lutat luptat. Vullamcommy num augait ut prat, quis eugiam, send- rero sto dolor incilis eugait la atissisl dit, commod etum- mod enim eumsan heniamet ercing ero do odor sum inis eu feu facipis num del etum euismod olenibh eu facidui psuci bla autpat. Cum quatet prat delessecte feummodigna accumsan volorer sustrud eu facilla feuisi elenisit ad magnim ip ea feugait iriუსci ncillum volendre faccumс andrer at wissi tionullaore essequat.

- Ud do odionse quipit, quam zzzrillandio dolore vercipit volupta tumsandre dolobor inim zzriuscillan hent accum diamet, conseed eugiam nos dolorem
- Ud do odionse quipit, quam zzzrillandio dolore vercipit volupta tumsandre dolobor inim zzriuscillan hent accum diamet, conseed eugiam nos dolorem
- Ud do odionse quipit, quam zzzrillandio dolore vercipit volupta tumsandre dolobor inim zzriuscillan hent accum diamet, conseed eugiam nos dolorem
- Ud do odionse quipit, quam zzzrillandio dolore vercipit volupta tumsandre dolobor inim zzriuscillan hent accum diamet, conseed eugiam nos dolorem

LOGO HERE

**Address:** 800 Madison Plaza, 3rd Floor, Parsippany, NJ 07054 **Phone:** 212-777-7777  
**Website:** www.your company.com **New Business Contact:** John Smith, Chief Innovations Officer, john.smith@company.com or 212-777-7777  
**Year Founded:** 1999 **Employees:** 50 **Holding Company:** Company Name  
**Sample Clients:** Company Name Office Locations City, State

## ACTUAL PAGE SIZE: 8.25 X 10.875

**Production Specs:** Please provide text for agency description for the categories listed above as a Microsoft Word file. The type will be formatted by MM&M according to the template shown above. Logo must be supplied as a 300 DPI JPEG or Illustrator EPS file. Word count must not exceed 375. A maximum of 3 proofs will be provided for artwork submitted on deadline. Artwork that is late will receive a proof as a courtesy with no changes allowed. Please inquire with your sales representative in regards to category substitutions if needed.